

Introducing the
**BALDWIN COOKE
POCKET
EXECUTIVE PLANNER**

A special pocket-size edition for executives on the go

people who give Christmas gifts
his envelope
Pocket Secretary
by
**return
mail**



Like to give your friends and customers a gift
something they'll keep and use all year long?

Send you a sample of a brand new kind of
Baldwin Cooke Pocket Executive Planner and
a five dollar desk diary into a little book
inch thick.

is the kind of gift everybody likes to get.
That is to send you a sample. All we ask is
interested in giving your friends a gift they'll

James E. Dunaway

by mail. You look it over, decide whether
your company. And that's that.

The Pocket Executive Planner is yours to keep and use.
There is no obligation. No salesman will call or phone. For your copy,
just put a dollar in the enclosed envelope and mail it today.

Thank you,

James E. Dunaway

James E. Dunaway
Vice President

P.S.: The enclosed folder is the actual size of this new Pocket Executive
Planner so you can slip it in your pocket and see why it makes such a
handy gift for your friends, customers and employees.

JED/pse



Baldwin Cooke Company 5714 DEMPSTER STREET, MORTON GROVE, ILLINOIS 60053

To: Mr. James E. Dunaway

I enclose \$1.00. Please send me by return mail my own sample of the Baldwin Cooke Pocket Executive Planner. I understand there is no obligation to buy any additional copies, but I do agree to consider the Pocket Executive Planner as a Christmas gift.

Signed.....

Title.....

A special offer for people who give Christmas gifts

Put \$1.00 in this envelope

Get this new Pocket Secretary

**by
return
mail**



PULL HERE
458 W 20TH ST
NEW YORK NY 10011

This year, how would you like to give your friends and customers a gift they'll really appreciate, something they'll keep and use all year long?

If you would, we'd like to send you a sample of a brand new kind of pocket secretary. It's the Baldwin Cooke Pocket Executive Planner and it puts all of the features of a five dollar desk diary into a little book that's less than 3/8ths of an inch thick.

The important thing is, this is the kind of gift everybody likes to get. And the best way to prove that is to send you a sample. All we ask is that you are seriously interested in giving your friends a gift they'll really like.

Your sample comes to you by mail. You look it over, decide whether it makes sense for you and your company. And that's that.

Either way, the Pocket Executive Planner is yours to keep and use. There is no obligation. No salesman will call or phone. For your copy, just put a dollar in the enclosed envelope and mail it today.

Thank you,

James E. Dunaway

James E. Dunaway
Vice President

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Baldwin Cooke Company 5714 DEMPSTER STREET, MORTON GROVE, ILLINOIS 60053

PLEASE NOTE:

Your EXECUTIVE PLANNER will be mailed to you at the address shown below. Please correct if necessary.

THEODORE NELSON

458 W 20TH ST
NEW YORK

NY 10011

PULL
HERE

3006

IMPORTANT: This offer expires in 30 days and limited to one book only per company.

To: Mr. James E. Dunaway

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Signed.....

Title.....

BUSINESS REPLY MAIL

No postage stamp necessary if mailed in the United States

postage will be paid by

BALDWIN-COOKE COMPANY

5714 DEMPSTER STREET

MORTON GROVE, ILLINOIS 60053

FIRST CLASS
PERMIT NO. 139
MORTON GROVE
ILLINOIS

Introducing the
BALDWIN COOKE
POCKET
EXECUTIVE PLANNER

A special pocket-size edition for executives on the go

James E. Dunaway

This handy flap
makes a pocket
for cards and notes
- and theres a tear-off
note pad inside the
back cover

COMPLIMENTS OF THE
BALDWIN COOKE COMPANY
5714 W. Dempster St., Morton Grove, Ill. 60053
(312) 967-6700

When you give this gift
your name and address
goes right here
in 24 kt. gold

*The
Pocket
Executive
Planner*

TWO WEEKS "AT-A-GLANCE"

This folder is
actual size.
Try it in your pocket
and see!

Property of

It's the kind of gift
people keep and use
all year long

1971

Here's why THE PLANNER makes such a useful gift

You can take it anywhere you go—on the road, to the office, everywhere—and it's the only book you'll need all year long.

It really is pocket-size—the whole book with a full year of planning pages, personal telephone directory, and tear-off note-pad is less than 3/8 of an inch thick!

You see "Two Weeks At A Glance"—including the week ends and a six month calendar—so it's easy to plan ahead.

The pages lie flat so they're easy to write on anytime, anywhere with a pen, pencil, or ball point.

You get a tear-off note pad that's easy to replace and a **personal telephone directory** with space for 220 names and addresses.



1971	MAY							1971
S	M	T	W	T	F	S		
							1	
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16	17	18	19	20	21	22		
23 ₃₀	24 ₃₁	25	26	27	28	29		

1971	JUNE							1971
S	M	T	W	T	F	S		
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1971	JULY					197
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1971 SEPTEMBER 1971						
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1971 OCTOBER 1971						
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24	25	26	27	28	29	30



MONDAY, JUNE 14

TUESDAY, JUNE 15

*You see two weeks
at a glance!*

WEDNESDAY, JUNE 16

THURSDAY, JUNE 17

FRIDAY, JUNE 18

SATURDAY, JUNE 19

SUNDAY, JUNE 20
FATHER'S DAY

MONDAY, JUNE 21

TUESDAY, JUNE 22

WEDNESDAY, JUNE 23

THURSDAY, JUNE 24

FRIDAY, JUNE 25

SATURDAY, JUNE 26

SUNDAY, JUNE 27

A six month calendar too

*The Wire-O binding
lets every page lie flat*



1971		MAY						1971	
S	M	T	W	T	F	S			
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16	17	18	19	20	21	22			
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1971		JULY					1971	
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SUNDAY, JUNE 27

A six month calendar too

You see two weeks
at a glance!

The Wire-O binding
lets every page lie flat

How to make THE PLANNER even more personal

You can have individual names stamped right on the cover of each Planner in gold. Just send us a list of the names, and we'll emboss the names individually in 24 kt. gold. The cost—just 40¢ for each name

***These prices include
your company name in gold
on each PLANNER***

PRICE SCHEDULE

1 thru 9 units \$2.75 each
10 thru 24 2.30 each
25 thru 49 2.00 each
50 thru 99 1.80 each
100 thru 249 1.71 each
250 or more 1.61 each

Shipping charges additional from factory in Chicago, Illinois.

(PRICES INCLUDE: Four line imprint, same on all copies, on orders of ten or more units. No imprint on orders less than ten. If no imprint is desired and you order ten or more units, you may deduct 3¢ per unit. Price also includes book inserted in a gift box and an unsealed corrugated mailer.)

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Try it in your pocket
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